

How are we doing?

A *Army AL&T* Magazine's goal is to publish articles of interest and value to its readers. To determine how we're doing, we would like your responses to the following questions. This survey's purpose is to acquire as much information as possible so that we can continue providing our readers with an informative and useful magazine. Knowing what our readers want will enable us to better tailor the magazine's content, look and feel to the professional needs of the Acquisition, Logistics & Technology Workforce.

We value your feedback, so please take a few minutes to complete and then return this survey. Your responses will be kept completely confidential. We will share our findings in the September-October 2004 edition. Please return your completed survey by **July 11, 2004**.

Thanks in advance for your timely participation!

Army AL&T Magazine Staff



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May-June 2004 Readership Survey

Indicate your answer by circling the applicable response.

1. **Army AL&T** Magazine is published six times annually. During the past year, about how many issues of the magazine have you read?

All

Most

A Few

None

If none, why? _____

2. How useful is **Army AL&T** Magazine in keeping you informed about matters related to the acquisition, logistics, contracting and technology career fields?

Very Useful

Sometimes Useful

Seldom Useful

Not At All Useful

3. When you read **Army AL&T** Magazine, which features/sections do you prefer? (Circle all that apply.)

Cover Story

Feature Articles

From the Army Acquisition Executive

From the Acquisition Support Center Director

AHRC Notes (Army Human Resources Command)

News Briefs

Worth Reading (book reviews)

Conference Information

Contracting Community Highlights

DAR Council Corner

Did You Know?

4. Overall, how would you rate the subject matter in **Army AL&T** Magazine articles?

Excellent

Good

Fair

Poor

I do not read this magazine on a regular basis.

5. Do you prefer the longer feature articles or the shorter news-type articles?

Long Articles

Short Articles

Both Styles

6. **Army AL&T** Magazine was recently reformatted beginning with its September-October 2003 issue. How do you rate the following items?

Like New
Design

Do Not Like
New Design

a) General appearance	5	4	3	2	1
b) Page layout	5	4	3	2	1
c) Charts and graphs	5	4	3	2	1
d) Photos/captions	5	4	3	2	1
e) Addition of color pages	5	4	3	2	1
f) Addition of new sections	5	4	3	2	1

7. Do you go online to read articles featured in **Army AL&T** Magazine (<http://asc.army.mil/pubs/alt>)?

Yes. If so, how frequently? _____

No.

I did not know articles could be found online.

8. Which other Defense/Army publications do you regularly read? (Circle all that apply.)

Army (The Magazine of the Association of the United States Army)

Defense AT&L (formerly *Program Manager*)

RDECOM Magazine (online only)

Corps of Engineer Publications

Signal Magazine

Quartermaster Professional Bulletin

Army Logistician

Soldiers Magazine

Other Branch Journals: (Please list.)

9. What articles or information would you like to see in future issues of **Army AL&T** Magazine?

10. Other comments/suggestions about the publication:

Thank you for your participation!
Army AL&T Magazine Staff

The Rebirth of a Magazine

Just like product development, magazines go through life cycles and *Army AL&T* is no exception. Ideas are discussed, plans are outlined and processes are implemented leading to new product execution and, hopefully, better results. Such is the story for this magazine, the flagship publication for the Army's research, development and acquisition community for the past 37 years. Although we've gone through several metamorphoses over this period — *RD&A Bulletin* to *RD&A Magazine* to *Army AL&T Magazine* — we've never lost our editorial focus of providing top-notch articles, news and information designed to inform, educate, challenge and reward readers who take the time to peruse our pages.

Although our mission hasn't changed much, the operating environment we all live in has. We know you're busier than ever before trying to juggle administrative, operational and management responsibilities in a "do more with less" environment often fraught with considerable risk and significant resource constraints. We also realize that we're competing with all forms of other media clamoring for your attention. That's why the Editorial Staff at *Army AL&T Magazine* is trying to cut through the communication clutter to give you the information you need most in an easily digestible format. To that end, we've had to take a hard look at what we do and how we're doing it. That's where you — the Reader — come in, and we need your help!

This issue contains a pullout **Readership Survey** that will take just a few moments of your time to complete. We'd love for you to tell us what we're doing right, but also what we could be doing better. As you can see from the last four issues delivered to your doorstep or desktop, we've completely reformatted the magazine, adding new sections and columns as we went to ensure we're reaching out and touching the entire Acquisition, Logistics and Technology Workforce. Our redesign goals were simple — transform *Army AL&T Magazine* into an eagerly awaited, well-read publication that takes advantage of new media design technologies,



adds value for our readers and is positioned for future growth as a leading DOD acquisition publication.

If there are articles or informational categories we're not covering to your satisfaction, here's your opportunity to tell us so. If you like what you see and want more of it, then tell us that too. The bottom line:

we're here to serve you by providing cutting-edge stories, information and commentary. The **Readership Survey** can be completed any one of three ways by following the simple instructions below:

- Detach survey, complete in ink, fold, tape closed and mail using the handy self-mailer.
- Detach survey, complete in ink and then fax back to us at (703) 704-0135.
- Complete survey electronically by typing this Web address into your browser: <http://asc.army.mil/go/altsurvey>.

Thank you for your time and continued support!

Michael I. Roddin
Editor-in-Chief